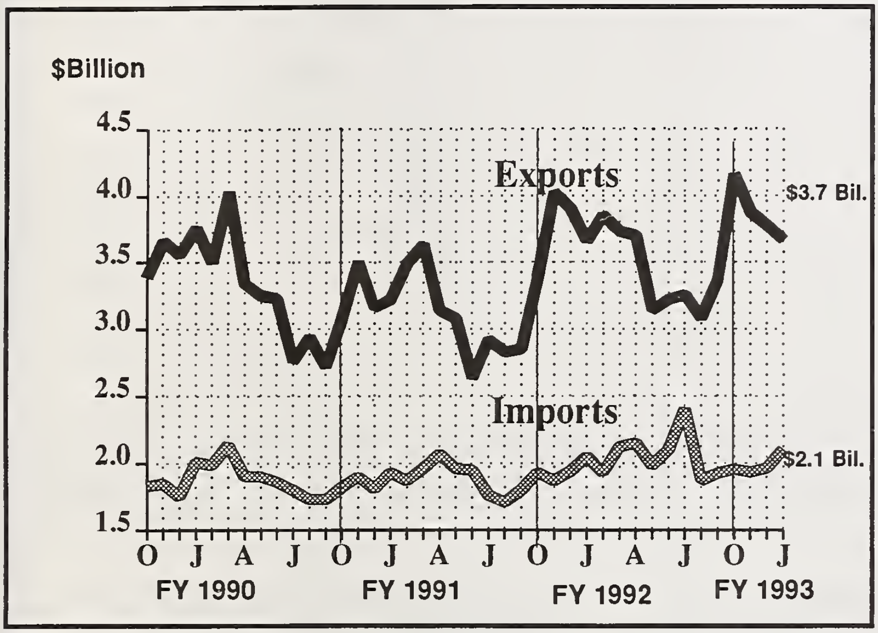
United States Department of Agriculture
Foreign Agricultural Service
Circular Series
ATH 3 93
March 1993

AGRICULTURAL TRADE HIGHLIGHTS

January Exports Reach $3.7 Billion

Corn, Soybean and Processed Food Sales Rise Sharply



January trade statistics released on March 18 by the Commerce Department placed the value of U.S. agricultural exports at $3.7 billion, down 3 percent from December's level and up less than 1 percent from the same month last year. Sales gains were led by soybeans, corn, and a variety of processed foods.

January's shipments bring U.S. exports during the first 4 months of fiscal 1993 to $15.5 billion, up 3 percent from the same period last year. Exports of bulk commodities and consumer-oriented foods continued to outpace levels during the previous year. While exports of intermediate products, the third major product category, were down slightly.

At $1.8 billion in January, U.S. exports of *bulk commodities* were up less than 1 percent from the same month last year. Increases in sales of soybeans and corn more than offset sales declines for cotton and wheat. January's performance brought bulk exports for the first 4 months of fiscal 1993 to $7.3 billion, up $138 million from the same period in fiscal 1992.

U.S. exports of *intermediate products* fell to $831 million in January, off 5 percent from shipments during the previous January. While exports of feeds and fodders and soybean oil rose, these gains were offset by a large margin with lower shipments of live animals, hides and skins, planting seeds, animal fats and soybean meal. January's performance brought intermediate product exports for the first 4 months of fiscal 1993 to $3.3 billion, down $52 million from the same period in fiscal 1992.

U.S. exports of *consumer-oriented high-value products* continued at a record setting pace reaching $1.0 billion in January, a 4-percent increase over the same month last year. Lower exports of red meats and fresh fruits were more than offset by higher shipments of dairy products, snack foods, processed fruits and vegetables and poultry meat. January's performance brought consumer food exports for the first 4 months of fiscal 1993 to $4.9 billion, up $416 million from the same period in fiscal 1992. Fiscal 1993 exports of consumer foods, the best performing sector, now seem well on their way to registering their seventh record in as many years.

Trade performance for the top *10 U.S. agricultural export* markets in January was mixed as compared with the same month last year. Shipments to the former Soviet Union were $67 million, down a dramatic $246 million from year-earlier levels. Shipments were also down to China, Japan, South Korea, Hong Kong and Egypt. U.S. exports to Canada, Mexico, the EC, Taiwan, and drought-plagued sub-Saharan Africa continued above year-earlier levels.

U.S. *agricultural imports* for January fell less than 1 percent from the same month last year to $2.1 billion. This brings January's *agricultural trade surplus* to $1.6 billion--roughly unchanged from last January.

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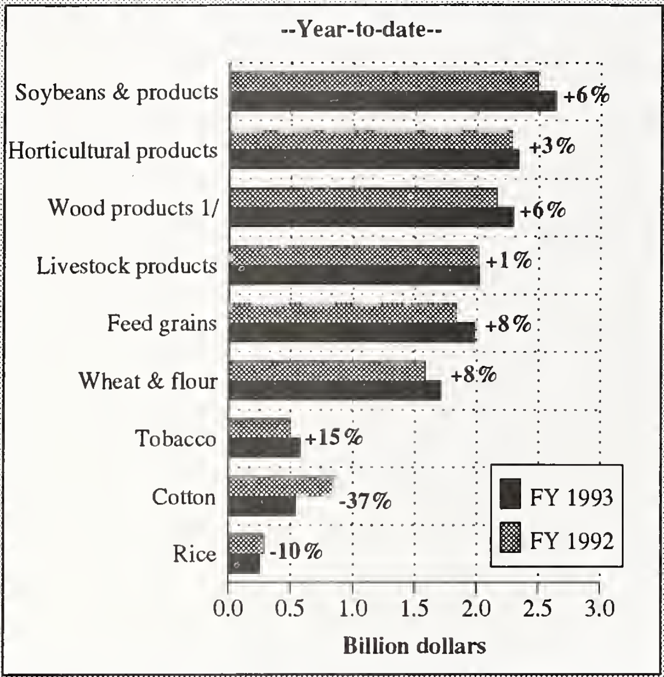
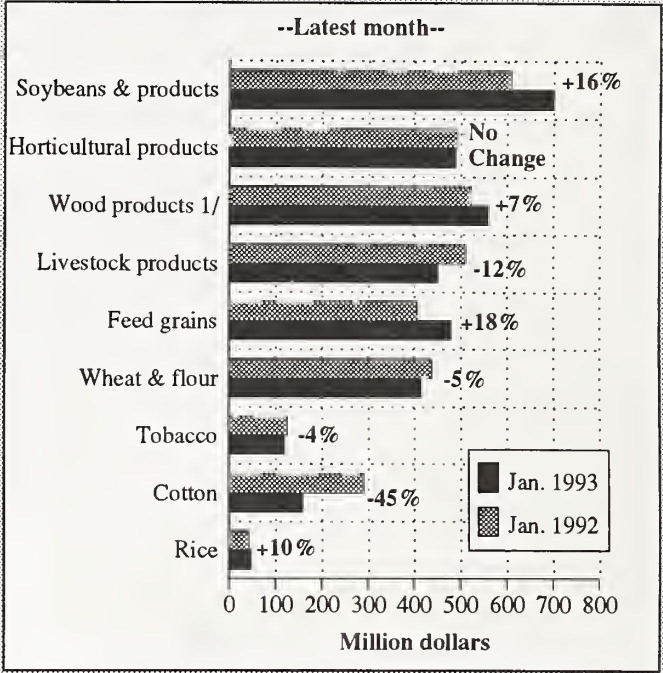
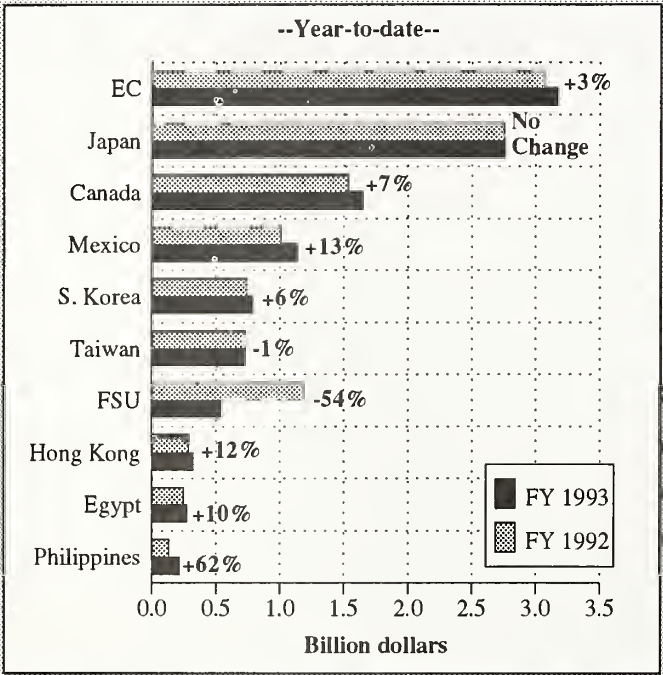
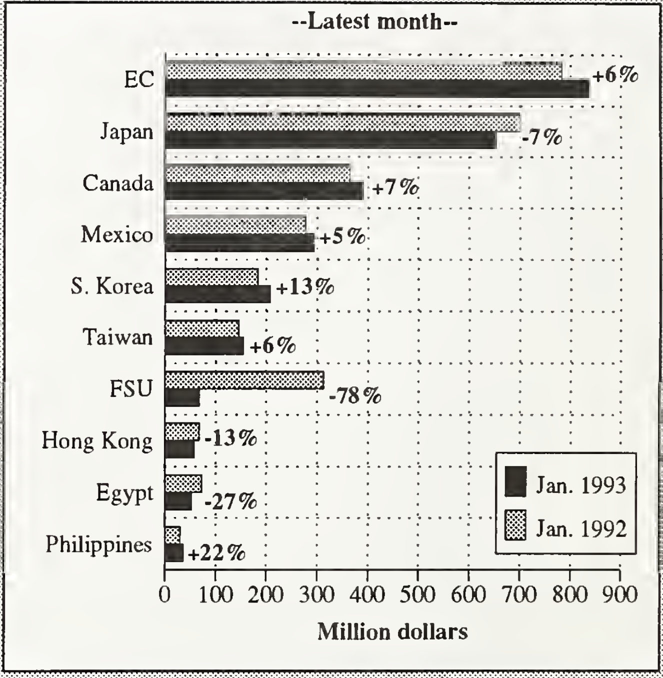




Top Ten Markets Summary





Note: Percentages are computed as the change from a year ago.

1/ Not included in agricultural totals.

Commodity Highlights

January exports of agricultural products totalled $3.7 billion, down 3 percent from the previous month but up 1 percent from the same month last year. Continued strong sales of corn and processed fruits and vegetables were mostly offset by lower shipments of cotton and wheat.

Export sales of *wheat and wheat flour* in January fell 5 percent to $415 million on a 16 percent decline in volume. Most of the decline occurred in sales to the former Soviet Union, which were off by $133 million. This was only partially offset by gains to Pakistan, India, and Jordan, up $29 million, $22 million, and $13 million, respectively. January unit values were higher than a year ago due largely to lower ending stocks and a slight shortage of good quality wheat on world markets.

Led by strong corn sales, exports of *coarse grains* rose 18 percent, a gain of $73 million to $480 million, on a 31 percent rise in volume. The largest sales gains were to Japan, South Africa, Poland, and Iran, up $46 million, $31 million, $22 million and $21 million respectively. Declining markets were led by the former Soviet Union (down $45 million), and the EC (down $16 million).

Exports of *oilseeds and products* rose 12 percent in January to $810 million, on a 14 percent gain in volume. Most of this gain came in sales to the EC and Korea, which were up $133 million and $40 million respectively. U.S. sales to the EC were higher than usual due to lower than usual South American supplies. Korean sales were higher because of lower available Chinese meal exports. Sales losses occurred to the former Soviet Union, down $68 million, and Romania, down $11 million.

Rice exports for January rose 10 percent above last year, to $48 million, on a 44 percent gain in volume. Modest sales gains were widespread, led by Jordan, which was up $5 million, followed by Lebanon, Senegal, and Algeria, which were each roughly $2 million higher than last year. The only major market to decline in January was the EC, down $4 million.

Horticultural product exports in January were roughly unchanged from year-ago levels at $489 million. Broad-based gains in exports of a variety of processed fruits and vegetables were largely offset by a sharp drop in citrus exports, which declined by nearly 30 percent to $53 million. U.S. citrus exports have been dampened by an unusually slow maturing grapefruit crop. January fresh fruit exports were led by apples, rising by 3 percent to $32 million, slightly offsetting 4 straight months of declining sales from year ago levels. U.S. apple sales to Taiwan and Mexico continue to grow rapidly from record setting levels last year.

Unmanufactured tobacco exports were down 4 percent to $120 million in January on a 2 percent decline in volume. Most of the overall drop came in sales to the EC, which were $20 million lower than last January. This was partially offset by Japanese purchases which were $14 million higher. Year-to-date tobacco sales now stand at $578 million, 15 percent above last year at this time.

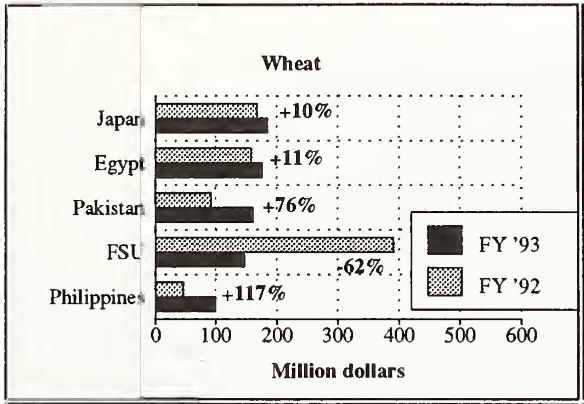
January exports of *cotton* were down 45 percent to $160 million as global recession continues to dampen world import *cotton* demand. Heavy losses to China (down $47 million) and Japan (down $30 million) accounted for much of the reduction. Sharp declines also occurred to Indonesia, the EC, and Korea. Rising markets were led by Mexico (up $17 million), Brazil and Egypt (up $11 million each).

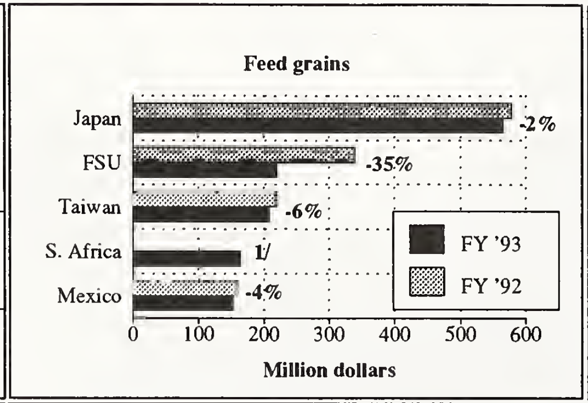
Exports of *livestock products* fell 12 percent in January to $450 million, on a 16 percent drop in volume. Notable sales declines occurred in beef, down $22 million and in cattle hides, which was $15 million less. The losses are attributable to Mexico's imposition of tariff's of between 20 and 25 percent on beef, as well as a relative weakening in the Canadian dollar coupled with slow economic growth there. Additionally, high stocks of pork and beef in Korea have reduced imports. Finally, Japanese importers are anticipating a lowering of import duties to 50 percent on beef in April, and are drawing down stocks.

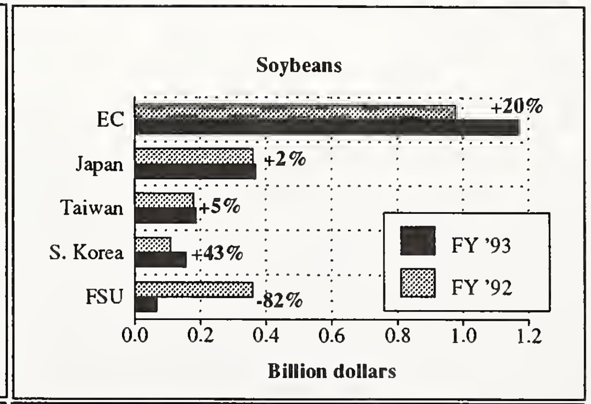
U.S. exports of *wood products* are up 7 percent in January, to $561 million. Most of the gain was in exports to Japan, which were up $64 million to $235 million. Losses came in sales to Korea and Saudi Arabia, which were each $10 million below last January.

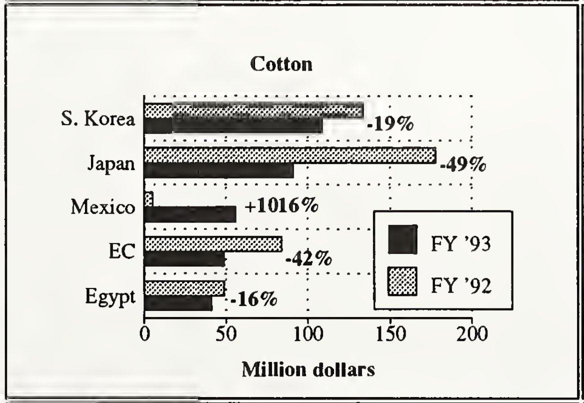
For more information, contact Thomas St. Clair at (202) 720-6821.

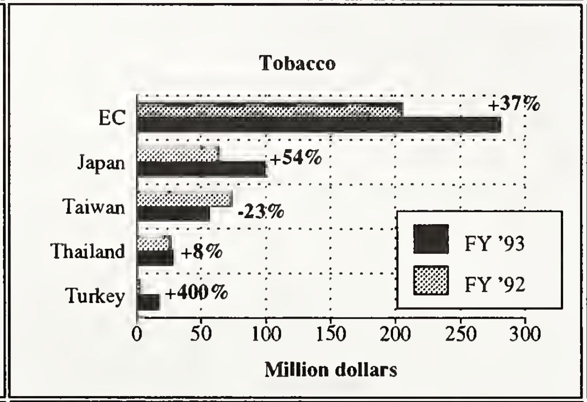
Top Five Markets for Major U.S. Commodities
October-January Comparisons

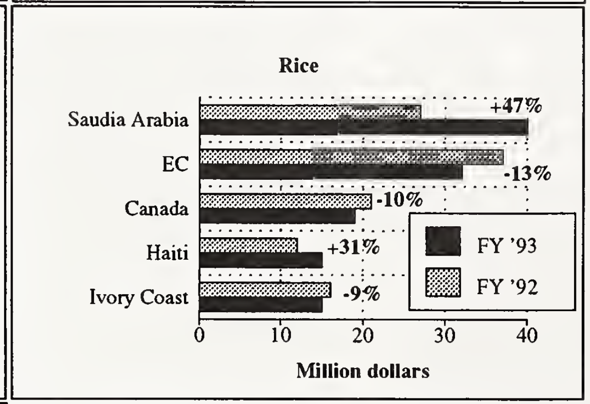


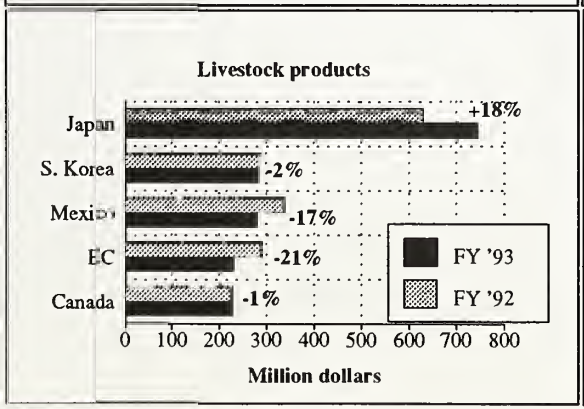


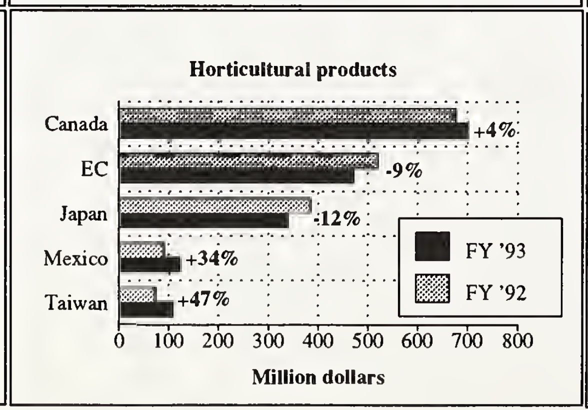


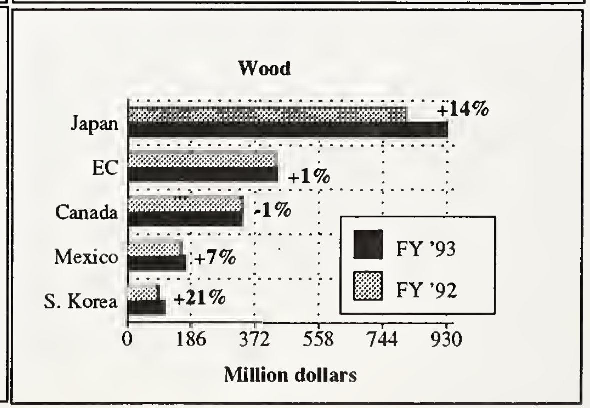












Note: Percentages are computed as the change from 1991 to 1992.
1/ Negligible exports reported during comparable period last year.

Product Spotlight: Non-Citrus Fruit Juices

Product Spotlight continues this month with a look at exports of non-citrus fruit juices. Since 1987, U.S. sales to foreign markets have risen nearly two and a half times with fiscal 1992 exports reaching a record $179 million. Moreover, increased demand for stone fruit juices in traditional markets and wider usage of premium quality U.S. fruit juices among new international consumers will cause U.S. exports of non-citrus fruit juices to continue to sparkle. Sales are projected to exceed $250 million by the late 1990's.

Despite lower cost competition from other suppliers, U.S. non-citrus fruit juice producers have earned success selling premium quality products. Producers have been able to develop strong links to emerging international markets, and edge into profitable niche markets for high quality juice. While annual export sales averaged only $50 million during the first half of the 1980s, sales reached a record $179 million in FY 1992. Moreover, this category of products offers jobs and income to several regions of the country, i.e. Concord grapes in the northeast, apple and pear concentrate in the northwest, tropical drinks in Hawaii, assorted deciduous fruit juices on the west coast. Today, overseas markets have become increasingly important to the industry's well-being. For example, from 1986 to 1991, the proportion of domestically produced grape juice and deciduous fruit juice that is exported has increased threefold, to 15 and 92 percent respectively of the total value of U.S. processed juice. Sophisticated production practices and successful marketing activities, led by brands like Welch's, Tree Top, Western American Foods, and Veryfine helped make inroads into expanding markets in the Pacific Rim and Latin America.

In FY 1993, U.S. exports are expected to drop back to $147 million, primarily because worldwide fruit production is up, saturating the market with lower cost product. But despite year-to-year fluctuations, recent trends suggest that the U.S.fruit juice/concentrate and nectar export business will remain a growth industry for the foreseeable future. Supporting this forecast, world trade in non-citrus juice exports (excluding EC intra-trade) increased from $715 million in 1986 to $1.2 billion in 1991. The U.S. share of global trade rose from 7.1 percent in 1986 to 13.1 percent in 1991. Meanwhile, the EC-12, which remains the top exporter of non-citrus juices, dropped 5.2 points to an 18.8 percent share.

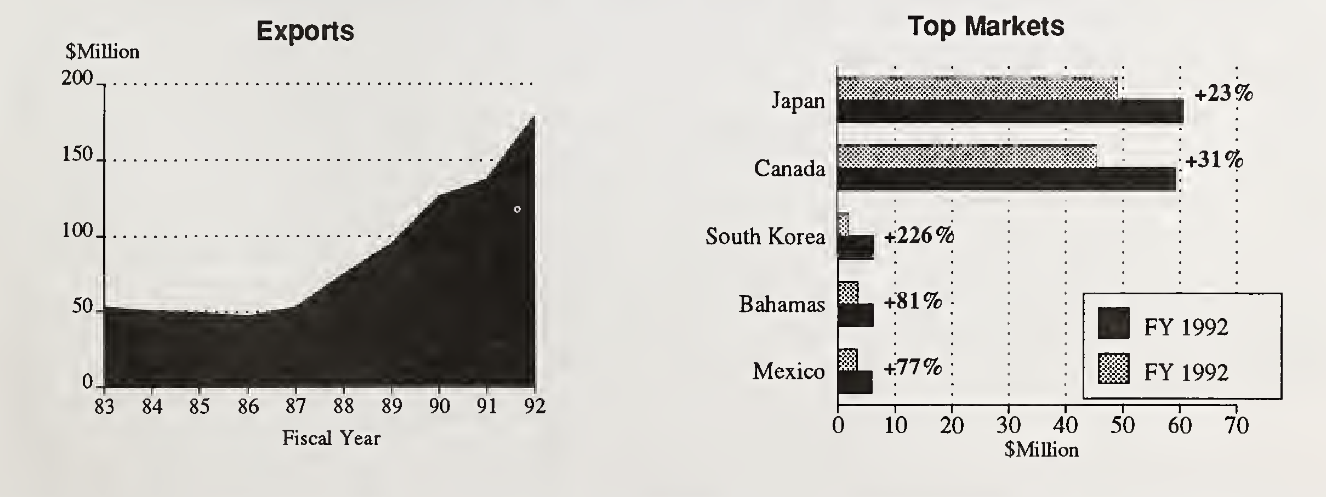
Dynamics of Global Trade

Breaking out the non-citrus juice market into its component parts, U.S. Census data lists the following juice/concentrate groups: apple, grape, pineapple, juice from other single fruits (sometimes called stone fruit and tropical fruit juices), and juices composed of blends of fruits. The fourth category --juices from other single fruits-- includes pear, apricot, peach, guava, prune, passion fruit, cherry, all the various berries, etc.

U.S. grape juice exports are the largest category ($48 million in FY 1992), followed by apple juice ($47 million), juice from other single fruits ($42 million), blended fruit juices ($32 million) and pineapple juice ($8 million). The U.S.'s strongest export is juice from other single fruits, which rose 55 million liters from a relatively small base in FY 1988. Exports of apple, grape and mixed juices over four years have increased by approximately 45, 42 and 30 million liters each.

The top buyers of U.S. non-citrus juices are Japan and Canada, with $61 and $59 million in purchases, respectively. Exports to these countries are up 2-3 times over five years ago. Lesser amounts are bought by the four Asian tigers, the Caribbean islands,

U.S. Non-Citrus Fruit Juices Rise to Almost $180 Million in FY 1992



and Germany. Besides these markets, the Central American region is ahead by $5 million, and Mexico has practically doubled its sourcing of U.S. non-citrus juices for four years in a row. Interestingly, U.S. processors have had their greatest success diversifying the customer base of blended (or mixed) fruit juices. On a country basis, the largest markets for U.S. mixed fruit juices were Canada (28%), the Caribbean (14%), South Korea (11%), Panama (10%), Japan (9%), Mexico (8%), the EC-12 (7%), and Taiwan (4%).

It should be acknowledged that most of these non-citrus juices are to a greater extent import commodities -- items which the U.S. sources from overseas for our domestic market because it is more profitable to direct top grade U.S. fruits to the fresh market. But despite the fact that we are among the world's largest importers of certain non-citrus juices and pulps, U.S. producers have been able to capitalize on comparative advantages, favorable circumstances and marketing muscle to become competitive overseas.

First and foremost, U.S. firms have created demand by aggressively promoting their packaged product directly to consumers and leading buyers. This is especially important because ready-to-serve product is no longer a commodity; the U.S. is in general more competitive in retail than in bulk juice markets. Other factors which benefit the U.S. include the weaker dollar in recent years, the occasional shortfall in our competitors' production, cheap and readily available citrus juice for blends, and cost advantages in less labor-intensive components of the line operation such as retail packaging. The U.S. has also earned a strong reputation formulating blueberry, blackberry and Concord grape concentrates. And U.S. producers have paid careful attention to cultivating relationships with overseas clients that will endure despite price fluctuations.

Growing Worldwide Consumption

Several factors have pushed up worldwide consumption of non-citrus juices. Rising living standards correlate with increased consumption of juices. Europe illustrates this principle. On the high end, Germans drink 42 liters a head, while on the low end the Portuguese drink 5 liters. On an aggregate basis, EC consumption has doubled in just seven years. Although per capita consumption of juices is still fairly low in several of the largest individual country markets in Europe, the U.S. has trouble competing with nearby developing countries for a significant portion of the European market except in certain niches, e.g. cranberry juices sold by Ocean Spray; a range of juice flavors that reached Italian consumers in an "American Products" supermarket promotion.

Therefore, the U.S. should look for growth nearby -- in Latin America, the Caribbean and East Asia-- where it enjoys geographic proximity and lower transportation costs compared with Eastern European or Mediterranean juice producers, and to a certain extent, South American exporters. A huge market could be envisioned in the developing countries of the Pacific Rim or parts of Latin America, driven by their rapid economic development and expanding populations. A moderate per capita consumption figure --say 10 liters per head-- applied to their growing middle and upper income classes could create demand that dwarfs current requirements.

Growth in demand is also due to the increasing health consciousness among consumers, a trend that has stimulated a whole range of new beverage lines. Examples include fruit-flavored carbonated beverages that utilize a small percentage of natural juice and blended juices positioned as health drinks. Innovations in packaging by bottlers/packers and retail organizations, together with advertising and sales promotion and more aggressive marketing are all pushing up per capita consumption. To illustrate, Chiquita is now using new anti-water-wick composite packaging to enhance product protection and superior quality graphics for its all natural, frozen blended juice labels. Increasing amounts of bulk fruit juice are also being used in other food items such as yogurt and yogurt drinks, desserts and snacks, and baby foods.

Finally, the recent liberalization in Japan, South Korea, and Mexico has added significantly to those countries' drink demand. Through the use of market research and appropriate marketing to both consumers and the trade, U.S. producers should be able to duplicate their successes in these countries in other nations that are poised for reform. For example, both apple and grape juice shipped to Japan made the list of top ten fastest growing imported foods in the year following the lifting of restrictions. (The spike has flattened somewhat since then.) The U.S. juice industry looks forward to continued liberalization in markets where tariff and non-tariff barriers are still in place, such as Australia, where discriminatory sales taxes are imposed on imported U.S. fruit juices. Other markets hampered by trade barriers include the EC, which maintains a complex system of grape juice price supports and rebates, and offers preferential tariffs to selected developing countries, and Korea, which has an outright ban on grape juice imports.

Among potential growth markets, China offers significant medium-term opportunities. While currently small (U.S. exports reached $200,000 in FY 1992), one major juice exporter expects Chinese demand to eventually outstrip demand from Japan and Canada. To reach this potential, major barriers need to be addressed, such as the double currency system, high tariffs, rough inland transportation, and a Chinese requirement for open date coding. On the positive side, most competing products in the Chinese market are juice blends (of maximum 30 per-

cent nectar), a situation which one U.S. firm has seized upon to educate Chinese customers to their 100 percent pure juice products. Tree Top, a juice cooperative receiving U.S. government Market Promotion Program funds, is spreading the quality message in China through television advertisements broadcast from Hong Kong, which is picked up by viewers in Guangdong province. They also package apple juice in aluminum cans, as paper boxes are common and recognized as cheap. Reliability has allowed another U.S. firm, Western American Foods, to excel; they continued to ship juices to China last year despite relatively tight worldwide output of raw material. Of equal importance, this firms' lines are getting through to the north and central parts of the country. Such widespread penetration lays the stage for new consumer acceptance, followed by rising consumer demand for U.S. product.

Successful Marketing Strategies

Companies that have formed strong client relationships and stimulated demand for non-citrus juices have researched consumer preferences, lifestyles, and particular cultural attitudes. They exhibit at trade shows in foreign countries. And they build an aggressive and professional organization to make inroads into local distribution channels. Constant communication with a firm's counterparts overseas -- to the point of familiarity with their working style-- and patience are also necessary.

Regarding local preferences, Japanese consumers want top quality that meets their demands for products possessing a healthy, "good for you" image. Consequently, they buy juice that is entirely from fresh purees --where the solids are left in-- and not reconstituted from concentrate. This makes their apple juice specification different than that for most of the world. They prefer drinks which are pulpy, rather than clarified, as they see clarified juices as akin to "adulterated" beverages. One Hawaiian firm found that sending finished, ready-to-drink guava and papaya juices to Japan was preferable to shipping raw material for industrial repackaging there, since their in-house control of processing after the defrosting of the fruits yielded a better-tasting end product. The Japanese consider red juices e.g. strawberry, burgundy grape, or cherry juice, solely "women's drinks". This is in contrast to some other Asian cultures' attitudes towards red, e.g. China and South Korea embrace red drinks as high status. Japanese also have a taste for 70 brix prune concentrate which they sell as "prune extract", a product exclusive to that market.

To illustrate one company's successful entry strategy, Welch's advertised heavily in Japan, educating Japanese consumers to appreciate the higher quality of grape juice made from Concord grapes. Concord grape product has become preferred there over the fruitier taste of red, white or compound grape juice. Marketing activities include consumer reasearch, use of in-store promotions and point-of-sale materials, production of detailed brochures targeted to the industrial concentrate buyers and participation in trade and technical shows. All brochures and advertisements state that the product is produced in the U.S. and meets the "gold standard" of excellency. As a result, Welch's has raised sales from the introductory to the growth phase, corresponding to a 25 percent jump in placement.

In Canada, consumers prefer their juices bottled in glass containers or in the paper-based snack paks. Regulations require bilingual labels. Canadian shoppers are more quality-conscious in their fruit selections than U.S. consumers, and this no doubt carries over into their fresh juice choices. Besides the retail market, U.S. product is also moving into locally made baby foods and fruit-based drinks.

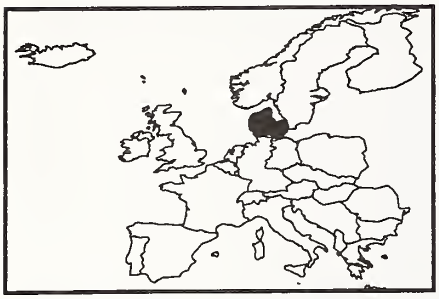
Taiwan buys a lot of berry juice concentrate, apricot juice and puree, peach juice purees, kiwi, and plum. Most Taiwanese and Hong Kong shipments have been getting through only in the past year or two, so U.S. companies are still researching taste preferences. For example, one U.S. processor learned that in Taiwan they prefer black currant over blackberry juice because there is a native black currant plant. Peach nectars are favored in Southeast Asia.

In Latin America, consumers buy pear nectar in contrast to the U.S. where pear nectar is a filler and not a basic beverage. In Mexico, U.S. shippers report growing interest among Mexican food processors for U.S. puree as an ingredient in baby food, nectar drinks and fruit rollup snacks. In addition to industry use, Mexico offers strong potential for consumer-ready sales given its growing economy, large middle class, and the more modern shape which the retail industry is taking, bringing more shelf space and opportunities for point-of-sale promotions and product sampling. Veryfine Co., which produces a wide range of stable shelf (pasteurized, vacuum packed) juices, caters to the 1 million tourists in the Caribbean arriving annually from the U.S. To broaden consumer awareness of their refreshing juices and drinks, they plan to co-sponsor the upcoming Pan American games.

Despite heated competition from lower cost developing countries, U.S. non-citrus juice exporters are likely to continue setting record sales due to growing worldwide demand for healthy beverages, greater use of nectar in food processing, and extensive promotions raising consumer awareness of the U.S.'s premium quality products. The industry is successfully meeting the varied juice preferences overseas with a continually expanding product line, making the future look promising. As firms utilize advertising and print materials to tout U.S.-product to foreign customers, particularly in newly liberalized markets, they are expected to strengthen the U.S. position in the global non-citrus juice trade.

For more information, contact Diane Dolinsky at (202) 690-1886

Country Spotlight: Denmark



Despite being a major food exporter, Denmark's agricultural imports have grown 10 percent a year since 1985, and is becoming a significant consumer of U.S. agricultural products. U.S. exports reached a near record $130 million last year, up 16 percent from the year before. Much of the recent gains have been in consumer-oriented products, which have enjoyed double digit growth the last 3 years, and now exceed $54 million.

Denmark, unlike other Nordic countries, has little forestation, and a very high (65 percent) proportion of arable land. About two-thirds of its dairy and pork production are exported. In 1991, the Danes exported $8.4 billion of agricultural products while importing $3.2 billion. As would be expected, Denmark's major trading partners are concentrated within the European Community (EC). The U.S. market share of Denmark's agricultural imports has fallen from 18 percent to about 4 percent since Denmark joined the EC in 1973.

While overall U.S. agricultural sales have declined, sales of consumer oriented products have grown eight percent a year during the last 5 years. Areas of particular growth have occurred in exports of snack foods, tree nuts, and pet foods. Despite price competition from other countries, especially EC partners, imports of U.S. raisins, prunes, rice and peanuts dominate the Danish market. Though the U.S. share of Denmark's wine import market remains small, the overall growth of U.S. wine sales have been noteworthy in the past several years. Promotion campaigns have also helped spur a strong increase in sales of U.S. produce.

Market trends in Denmark, like in many other countries, are being driven by demographic shifts and higher incomes. The number of women in the work force now approaches the EC leading 50 percent (equivalent to full time), leading to higher consumption of ready-to-serve food and convenience products such as frozen meals for both microwave and regular ovens. The Danes are also increasingly concerned about food ingredients, additives, and the amounts of fat, protein, and sugar in food products. There is a growing use of non-traditional and imported food items in the preparation of home meals. These include tropical fruits, more seafood specialties which includes crayfish, and ethnic foods, which includes oriental and Mexican dishes. These changes in consumption patterns present marketing opportunities for U.S. exporters.

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U.S. suppliers should be prepared to support their trade with point-of-sale promotions either independently, through the appropriate U.S. market development cooperator, or through promotions sponsored by the Office for Agricultural Affairs in Copenhagen. Major activities carried out by competitors, especially the French, are advertising campaigns and point-of-sale promotions in both restaurants and retail stores.

The Danish retail food sector comprises of about 5,200 outlets, (down from 11,000 in 1980), with an annual turnover of about $10.3 billion. However, the number of discount outlets has grown from 25 to more than 500 in the same time period. Danish retailers have also organized themselves into large buying groups, some regional, some nation-wide; and operate as wholesalers for a number of independent grocers. This increases their power to negotiate with different manufacturers. About 75 percent of all food products are handled through wholesalers. Dansk Supermarked is the largest retailer with direct distribution. They have about 15 percent of the grocery/retail market. The trend toward more concentration in Danish food retailing is expected to continue.

Price is probably the most important parameter in the Danish grocery/retail market today. This can complicate sales of top quality branded food products and dampen retailers' willingness to support individual products with market promotion efforts. The emphasis on price encourages concentration of large buying groups. In addition to price, value is important. Danish retail customers tend not to repurchase a product if it falls short of their expectations. This makes retailers press manufacturers to let their branded goods go into discount programs, thereby securing high quality at low prices. This has tended to have the effect of polarizing expensive branded goods and less expensive brands which receive less advertising.

While the Danish market is very competitive, the wide range of consumer tastes presents opportunities, particularly for exporters shipping unique niche products.

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U.S. Agricultural Exports by Commodity Type to DENMARK

Fiscal Years 1988-1992 and Year to Date Comparisons

(In thousands of dollars)

	Fiscal Years (Oct-Sept)					October-January		%
Product	1988	1989	1990	1991	1992	FY 1992	FY 1993	Change
BULK COMMODITY TOTAL	59,567	41,053	61,357	44,114	55,612	20,023	22,165	10.7
Wheat	56	2	8	0	11	0	0	
Coarse Grains	15	33	13	51	0	0	0	
Rice	159	110	60	93	52	32	26	-18.8
Soybeans	15,871	9,444	14,797	6,517	11,944	4,234	3,845	-9.2
Cotton	1,851	1,158	2,910	4,161	3,730	577	1,642	184.6
Tobacco	40,888	29,112	41,029	31,834	37,319	14,524	15,629	7.6
Pulses	29	17	32	40	0	0	12	
Peanuts	35	25	409	120	674	132	358	171.2
Other Bulk Commodities	662	1,152	2,098	1,296	1,883	523	654	25.0
INTERMEDIATE TOTAL	24,513	18,113	17,728	21,651	20,902	10,784	15,733	45.9
Wheat Flour	7	0	0	0	0	0	0	
Soybean Meal	0	0	0	0	0	0	5,100	
Soybean Oil	0	0	0	0	0	0	0	
Other Vegetable Oils	244	350	28	38	177	9	6	-33.3
Feeds & Fodders (Excl Pet Foods)	563	45	139	1,097	845	732	2,440	233.3
Live Animals	4,022	903	132	1,253	1,250	982	1,796	82.9
Hides & Skins	8,418	871	513	340	568	321	49	-84.7
Animal Fats	0	0	0	0	495	495	0	
Planting Seeds	3,302	3,358	5,015	5,782	4,001	2,657	2,636	-0.8
Sugars, Sweeteners, & Beverage Bas	358	56	81	16	355	38	914	2305.3
Other Intermediate Products	7,598	12,531	11,821	13,126	13,211	5,550	2,793	-49.7
CONSUMER-ORIENTED TOTAL	39,846	37,982	42,987	47,195	54,111	17,036	19,470	14.3
Snack Foods (Excl. Nuts)	1,060	1,404	3,485	3,476	5,342	2,941	1,603	-45.5
Breakfast Cereals & Pancake Mix	69	89	330	391	328	95	166	74.7
Red Meats, Fresh/Chilled/Frozen	5,710	2,799	2,284	1,574	1,757	340	1,073	215.6
Red Meats, Prepared/Preserved	520	30	67	98	15	0	100	
Poultry Meat	74	27	92	80	25	0	10	
Dairy Products	306	72	175	444	94	5	8	60.0
Eggs & Products	0	4	0	7	23	7	4	-42.9
Fresh Fruit	80	1,191	110	84	1,654	283	255	-9.9
Fresh Vegetables	31	158	233	82	134	21	105	400.0
Processed Fruit & Vegetables	16,457	14,739	18,228	18,625	16,429	5,069	5,979	18.0
Fruit & Vegetable Juices	431	334	148	164	451	22	120	445.5
Tree Nuts	7,627	8,606	9,788	11,785	13,591	4,292	3,986	-7.1
Wine and Beer	2,535	2,681	3,708	4,057	4,734	757	1,107	46.2
Nursery Products & Cut Flowers	486	336	231	94	73	13	61	369.2
Pet Foods	1,321	2,265	2,394	3,697	4,152	1,360	1,461	7.4
Other Consumer-Oriented Products	3,138	3,248	1,712	2,537	5,309	1,830	3,432	87.5
AGRICULTURAL TOTAL	123,926	97,148	122,072	112,960	130,625	47,843	57,368	19.9

Note: Fiscal Years (FY) are on an October-September split year basis. FY 1993 is actually October 1992 through September 1993.

Industry Analysis Using a SWOT Approach

SWOT, a basic business analytical tool, has been adopted by Agricultural Trade Highlights analysts for use in agricultural product analysis. In this article, the SWOT approach is introduced to the reader with the U.S. apple industry used as an example.

SWOT is an acronym for strengths, weaknesses, opportunities and threats. SWOT first identifies strengths and weaknesses of the domestic industry; then opportunities and threats in the global market are examined; and finally SWOT is applied to country markets.

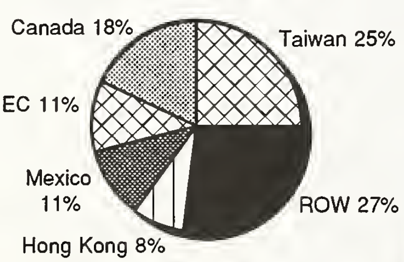
Strengths and Weaknesses: The U.S. Apple Industry

Strengths:

The initial part of SWOT analysis is to identify industry strengths that are often overlooked or underutilized. They can be matched up to global market opportunities for maximum effectiveness.

A fundamental strength of the U.S. apple industry is its size, growth, and diversity. There is large and rising production which has grown 66 percent from 2.9 million metric tons in CY 1970 to a record 4.8 million metric tons in 1992. A second strength is that U.S. apple production occurs in three fourths of the states. This reduces the possibility of weather related disruption of the U.S. apple crop. Geographic diversity helps ensure a reliable export supply of U.S. apples. In contrast, due to lack of diversity smaller nations such as France, Spain, and Germany are more susceptible to supply disruptions such as losses in 1991 caused by nationwide spring frosts.

Major U.S. Apple Markets



1992 Exports $323 Million

The U.S. also produces a wide variety of apples including the major varieties: Red Delicious, Golden Delicious, and Granny Smith, as well as more than 20 other commercial varieties such as Fuji and Gala. Another strength is Northwest regional production of high-quality, crunchy red apples that are especially popular in Pacific Rim nations. Red Delicious apples are particularly popular in Asian countries with a large ethnic Chinese population because red is a favorite color, and apples are a popular gift item at the Chinese New Year. Diversity of U.S. production and varieties increase the probability of global consumers being satisfied with U.S. apples.

Another U.S. apple industry strength is the strong global marketing programs implemented by the industry during the past decade. Funded primarily by FAS's Market Promotion Program and regional apple cooperators, market programs such as point of purchase promotions, taste tests, and television and print media advertising have established a major U.S. presence in markets such as Taiwan, UK, Hong Kong, Thailand, Singapore, Malaysia. These promotions provide additional spin-off benefits in potential high-growth markets such as China that are adjacent to a targeted market. For example, market promotion in Hong Kong reaches consumers in China, particularly in the prosperous southern region of Guangzhou via television, and through 50,000 Chinese workers commuting from China into Hong Kong.

Weaknesses:

The next part of SWOT analysis is to identify industry weaknesses. Once identified, these weaknesses point out vulnerability to potential competitive threats which need to be addressed in a strategic plan.

Despite the geographical spread and diversity of apple varieties produced in the U.S., nearly half of U.S. apple production is concentrated in Eastern Washington state. This region accounts for 85 to 90 percent of U.S. apple exports which consists primarily of the Red Delicious variety. The large export share accounted for by this one region and variety undercuts the inherent diversity in regional production and varieties of the U.S. apple industry.

The strength of overseas U.S. apple marketing efforts is also diluted by competition among regions. Although exports are a rising proportion of U.S. apple production, growing from 6 percent in the 1970s to a record 20 percent in 1991, apple industry marketing efforts are focused on the traditionally large domestic apple market.

Countering these weaknesses are increased marketing efforts by Michigan and New York apple groups to promote Empire apples. Lack of coordination of state marketing efforts, which is a potential weakness, is being addressed through the International Apple Institute. The Institute coordinates state apple promotions in foreign markets (except for those of the state of Washington).

Global Opportunities and Threats: The U.S. Apple Industry

Opportunities and threats focus on the external global environment. Changes in demographics, national economic conditions, technology, the political-legal environment, cultural habits, as well as customer-buyer relationships, country competitor activities, transportation-distribution channels, and domestic supply are factors that are

monitored to identify potential opportunities and threats.

Opportunities:

Adverse weather and other calamities affecting production in customer or competing countries can generate an opportunity for U.S. apples to enter a market to make up for reduced yields in local or competing export country production.

The most recent example of such an opportunity was the 1991 spring frost in the EC. This opened a window of opportunity for U.S. apples. Taking advantage of the short-run opportunity, U.S. apples set a record $39.6 million in shipments to the EC in 1991. An existing presence in the market and a large 1991 crop enabled the U.S. to capitalize on the opportunity.

This window also created the opportunity to establish a stronger long-term presence in the European market. The UK is an example of a window of opportunity combining with existing marketing efforts to enhance export sales. Strong marketing efforts by Washington and Michigan in the UK contributed to a gain in sales from $9.4 million in 1989 to $15.4 million in 1990. In 1991, additional sales opportunities caused by the spring frost in Europe helped push UK sales to a record $24.8 million. The new challenge is for marketing efforts to maintain the higher level of exports.

Changes in the trade environment such as a reduction of trade barriers or changes in phytosanitary restrictions can create new opportunities. For apples, prospective changes in phytosanitary rules suggest that Japan and China offer near-term new market opportunities. These two Asian markets match strengths of the U.S. apple industry. The U.S. has large production volume which can satisfy the demand of a large new market, and is a major producer of the type of apple highly popular in Asia - Red Delicious.

In China, incipient demand for U.S. apples is revealed by reports that U.S. apples are being sold for four times the Hong Kong price. The presence of U.S. apples in China despite phytosanitary restrictions may also be an indicator of the spin off effect of Hong Kong marketing efforts.

In order to capitalize on global export opportunities, a nation's industry must first recognize them, act at the time the opportunity arises, and then supply the new market.

Threats:

External threats may be weather, technological, political or legal. While weather related production problems in the EC led to higher U.S. shipments to the EC in 1991, record EC apple crops due to favorable weather conditions in 1992, threaten to erode the U.S. export gains of 1991.

Another threat is the increased use of controlled atmosphere storage by southern hemisphere producers. Controlled atmosphere storage expands the marketing season of fresh apples 9-12 months after harvest. This means southern hemisphere apple exporters, primarily a counter seasonal competitor in northern hemisphere markets such as the EC, Canada, East Asia, Mexico, and the U.S. domestic market, are a threat during the early part of the U.S. marketing period which begins in August. This situation increases the supply of apples in the global market, and exerts a downward pressure on prices when there is already downward seasonal pressure in northern hemisphere markets.

Political changes, such as the end of the boycott of South African apples could pose a new challenge to U.S. suppliers in the Scandinavian markets of Norway and Sweden.

Other legal changes that are potential threats are the establishment of import apple licensing requirements by the EC which could develop into a trade barrier, and changes in the EC food law which currently allows waxing and glazing of apples. A waxing ban would hurt the U.S. and other non-EC apple shippers, who use waxing to help maintain freshness and appearance.

It is also important to look at the impact of substitute fruits. For example, another threat to apple export sales may not only be competition from other apple producing countries but other fruits such as bananas.

In conclusion, SWOT provides structure for analysis of an industry or a product's prospects in the global market place. It identify strengths which are not always utilized, weaknesses which indicate vulnerability to global competitive threats, and opportunities which open the door to new markets or increased sales. It is important to remember that SWOT analysis is at a fixed point in time. Global and domestic markets are dynamic. Today's strengths and weaknesses, and opportunities and threats will not necessarily be tomorrow's.

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Trade Policy Updates

China Reduces Agricultural Tariffs: Marginal Trade Impact Expected

China reduced tariffs on 3,371 items, including 260 agricultural items, Dec. 31, 1992. This reduction was announced with great fanfare in China's press and hailed as an indicator of China's market reforms and trade liberalization on the path to future GATT accession. Close examination of the actual tariff reductions raises the question of whether this was more of an exercise in trade liberalization or public relations. With an average reduction in tariff rates of only five percent, the current reduction will likely have only a marginal effect on trade. The agricultural items receiving the largest reductions were "chocolate and other food preparations containing cocoa" and "sugar confectionery not containing cocoa", both from 40% to 15%. The tariffs on raw and processed tallow were reduced to 10% from 50% and 20%, respectively. Two commodities of interest to U.S. exporters, raisins (55%) and mohair (30%) received the average 5% decrease. On the other hand, Chinese authorities did not respond to requests for reductions in many products such as fresh, chilled, and frozen beef (50%), fresh or dried citrus fruit (80%), fresh apples, pears, and quinces (80%), and pistachios (50%). These commodities left off the list of reductions are rapidly gaining popularity and are expected to do very well in China in the near future.

EC Commission Extends Ceasefire On Corn Gluten Feed, Approves Blair House Agreements

On March 9 the EC Commission formally approved the Blair House agreements on corn gluten feed, the U.S.-EC Enlargement Agreement and Malt Sprout Pellets. The texts of these agreements may now be presented to the EC Council for adoption. (The oilseeds agreement was approved by the Commission last December, but is not expected to be adopted by the Council until after the French elections.)

On corn gluten feed, the Commission agreed to extend the non-collection of levies on shipments, by 2 months or through May 31. It is not clear whether this extension will cover levies recently assessed in Germany, Italy, and the Netherlands. The EC Commission also directed EC officials to visit the United States to discuss a final solution to the corn gluten feed classification issue, as well as the potential for U.S. government involvement in certification.

EC Vote on Coniferous Wood Proposal Delayed

A Commission proposal to grant an 8 to 12 month derogation from the harmonized legislation on coniferous wood for U.S. and Canadian low/no risk coniferous species was discussed at the March 5 meeting of the EC's Standing Committee on Plant Health. Observing that Member States appear to have hardened their opposition to the proposed derogation, the Commission decided to delay a vote on the issue. Member States apparently continue to believe that all coniferous wood should meet the heat treatment requirements as specified in the harmonized legislation.

EC Takes Action Against Semi-Milled Rice From The Netherlands Antilles

The EC Commission on March 2 established a minimum import price on semi-milled rice from the Netherlands Antilles (Curacao). Responding to complaints from EC long grain rice growers in Spain, Italy, and France, that the recent upsurge in imports from Curacao was depressing domestic prices, the Commission abolished the duty-free status of Curacao semi-milled rice and set a minimum entry price of 658 ECU ($780)/metric ton. U.S. industry protested that rice grown in Surinam and Guyana, primarily long grain varieties, was gaining duty-free access to the EC by trans-shipment through Curacao. (The EC threshhold price for long grain rice from the United States is currently 811 ECU or $960/Ton.)

Maine Adopts Emergency PVYN Rule On Canadian Potatoes

Effective March 10, Maine implemented emergency rules restricting the planting of seed potatoes from Canadian provinces where the necrotic strain of potato virus Y (PVYn) is known to exist. New Brunswick and Prince Edward Island have also implemented rules restricting use of seed potatoes from outside areas. These state and provincial rules are being adopted in response to a February 17th agreement between USDA-AgCanada to relax the federal PVYn testing requirements. In short, the provinces and Maine believe the federal testing requirements are insufficient to adequately protect their local seed potato industries.

EC Commission Proposes Postponing Dairy Quota Cut

The EC Commission has proposed recommending the one percent dairy quota cut specified in CAP Reform be postponed. Intervention stocks for Skim Milk Powder (SMP) are a tenth of what they were at this time last year and the Commission felt it was not necessary to implement the quota cut at this time. (Ag. Commissioner Steichen stressed that the cut is not canceled but only postponed until next year.) The milk quota for Spain, however, will be increased by 500,000 tons while decisions on planned quota increases for Italy and Greece were deferred pending implementation of selected production control measures by those two countries. The Commission also proposed cutting the intervention price for butter by five percent spanning two years beginning on July 1, 1993.

Poland Criticizes EC On Bilateral Relations

EC commissioner for External Affairs van den Broek was recently criticized by both Polish President Walesa and Prime Minister Suchocka for "foot dragging" on bilateral relations, including ratifying the EC-Polish Association Agreement. Only four EC states have thus far approved the Association Agreement, despite pledges to complete the process by the end of 1992. Walesa further chided the EC official for creating barriers for Polish products, while Poland endeavored to open its market to EC exports. Suchocka said EC trade barriers are complicating Poland's reform efforts, and repeated requests for clear criteria for eventual EC membership of Poland, Hungary, the Czech Republic, and Slovakia.

Russia Implements 20% Value-Added Import Tax

On Februrary 1, 1993, the Government of Russia imposed a 20% value-added tax on imports. According to the State Customs Committee, certain food items are exempt of the charges, and certain "luxury" items are taxed at a higher rate. Officials indicate the reasons for levying the additional tax is to better bring values of domestic and foreign produced goods to a more appropriate level and to stimulate exports. An attempt will be made to determine the actual value of imported goods, which reportedly will include calculations of insurance, transportation and commissions.

Export Refund Levels Unchanged Under U.S. - EC Pasta Agreement

On March 22, the U.S. and EC held a semi-annual review of the 1987 US - EC Pasta Agreement. The review of pasta certificate utilization rates revealed that Community exports of pasta to the United States are close to the 50/50 target level for subsidized and non-subsidized exports. Therefore, both sides agreed to leave the export refund granted on pasta exported to the United States at 45 percent.

The Government of Ukraine Announced Export Duties Will Be Paid Based On The Value Of The Export Contract

In the Ukraine, the government issued a decree that outlines duties to be paid on exports. The duties will be converted to Ukrainian currency. There are exemptions, which include exports that fall under established quotas and exports manufactured from imported raw materials. Administration of the export duties will be shared by the Council of Ministers and the Ministry of the Economy, and sale of quota shares will be handled by the Ministry of Foreign Relations via auctions.

CAP Reform Has Minimal Impact On German Grain Production

In the first year of CAP reform, German farmers are expected to slightly reduce land planted to cereals and oilseeds. Germany produces one fourth of the EC's grain and over a third of its rapeseed. Land area planted to cereals is projected to decline by only 4 percent in 1993; with the East showing a significant decline of 9 percent, and the West falling by 2 percent. A larger reduction (seven percent) is forecast for rapeseed since the relative profitability of rapeseed versus grains has dropped. Farmers are shifting out of wheat and into lower input crops, such as rye and triticale. Although the base is small, area sown to pulses has increased by 23 percent and corn by 10 percent.

Eighty-two percent of German farmers on over 40 percent of the land area are exempt from set-aside participation. Mandatory set-aside under CAP reform, however, has significantly increased total set-aside area from 760,000 hectares in 1992 to 1.1 million hectares in 1993. Yields may not necessarily decline because farmers are switching to higher yield varieties that require less chemical application.

Japan Food Agency Will Permit Display Of U.S. Rice At Osaka Food Show

The U.S. Rice Council will again be permitted to display U.S. rice in the April 14-16 Great American Food Show in Osaka, Japan. On March 16, the U.S. Minister Counselor for Agricultural Affairs signed an agreement with the Food Agency authorizing the display, which will be similar to the U.S. rice booth at the 1992 American Food Show in Tokyo. The conditions of the agreement are also unchanged: no rice will be sold nor distributed; the display will introduce but not market U.S. rice; the exhibit will not intentionally draw attention to the booth; and the rice will be returned to the USA or consumed by the U. S. Embassy after the show. Although unstated in the agreement, the Food Agency will allow U.S. rice to be served to invited guests at both the Embassy and Rice Council receptions to be held at the show site. This year's display is not expected to receive as much news coverage as in 1991 and 1992 unless Japanese politicians choose to highlight the issue next month during the Prime Minister's visit to Washington. Australia also plans to display rice at their food show in Tokyo.

NAFTA Side Agreement Negotiation On Import Surges

The U.S., Mexico, and Canada began negotiation of side agreements to the North American Free Trade Agreement (NAFTA) on March 17, 1993 in Washington, D.C. The three areas of labor, environment and import surges were discussed over a period of two days as the U.S. laid down its objectives and potential elements for each side agreement. Reaction by Canadian and Mexican delegations to the U.S. proposal on import surges was limited since both wished to reflect and give further consideration to the U.S. proposal.

Polish Parliament Rejects Centerpiece Effort To Establish A Market Economy

On March 18, the Polish Parliament rejected a mass privatization plan for large state enterprises. The move dealt the coalition government a major defeat and left Poland without a comprehensive plan to privatize its economy. The privatization plan would have given Polish citizens an opportunity to participate in the privatization process through profit-oriented national investment funds.

Solution To Malt Sprout Pellet Dispute At Hand

The EC Commission has proposed a compromise which should resolve the classification dispute regarding U.S. exports of malt sprout pellets. In addition to loosening its restrictive starch limit somewhat, the Commission is considering dividing the 120,000 MT duty-free TRQ into two parts, with a smaller 20,000 MT TRQ subject to looser protein and starch limits. Although some details remain to be worked out, this compromise promises to resolve this problem and should allow malt sprout pellet trade to continue unimpeded.

South Africa Appears Ready To Raise Poultry Tariffs

According to a report from the U.S. Embassy, Pretoria, the Republic of South Africa's Board of Tariffs and Trade (BTT) has completed its study of the proposed poultry tariff increase, and will likely submit its findings next month. Based on comments received from a detailed questionnaire sent to producers, the BTT will make a recommendation to the RSA's Minister of Trade and Industry likely to raise poultry tariffs. The U.S. asked that factors such as the high cost of corn to producers, consumers' interest, and non-subsidized offerings be considered, but the BTT responded that it needed to provide an environment in which the interests of the local industry be considered. On a more positive note, the BTT said it was still considering the U.S. request to have its turkey taken off the luxury import list, which subjects it to a surcharge.

EC Council Delays Vote On Oilseeds Agreement

On March 8 the EC General Affairs Council postponed a vote on the Commission proposal to adopt the Blair House agreement on oilseeds. All parties reiterated their standard positions on the issue. A vote had been considered very unlikely given the upcoming French general elections.

Market Updates

EC Moves To Import Sorghum From Sudan

The EC announced the reinstatement of preferential import levies for sorghum from Sudan, ending a multi-month suspension. International awareness of famine in the Horn of Africa is shifting from Somalia to the southern Sudan. Under the terms of the Lome agreements, Sudan will receive a rebate of 60 percent of the EC import levy on the first 100,000 tons of sorghum it exports to the EC and a 40-percent rebate on any additional exports. During the late 1980s, the EC imported between 200,000 and 440,000 tons of sorghum annually from Sudan.

Brazil Lowers Wheat Tariffs, Narrows Argentina Preference

Prices of Argentine wheat in Brazil increased dramatically due to the lack of competition, because the Argentine government imposed a countervailing duty (CVD) against U.S. wheat in September 1992. Consequently, consumers are facing high bread prices. As a result, the government is trying to encourage imports by reducing the import tariff for Argentina from 4.8 percent to 1.6 percent, and the tariff for other origins from 15 percent to 5 percent. The CVD issue has not been resolved, but it is apparent the Government is concerned about rising prices.

Malaysia May Offer Additional Credit Package to Palm Oil Importers

The Government of Malaysia plans to expand palm oil markets by extending easy credit terms to developing nations such as Bangladesh, Sudan, Tanzania, Kenya and the Asian Republics of the former Soviet Union. Another sign of Malaysia's aggressiveness in the palm oil markets is its planned joint venture with a consortium to build a $50 million palm oil storage and refining complex at Karachi as a joint venture with Pakistan. The project is scheduled for completion in 1994.

In 1991/92, Malaysia offered a $500 million credit package to China, India, Pakistan, Algeria and the former Soviet Union. Algeria and Pakistan were the only countries to accept the offer. Pakistan agreed to import 300,000 tons of palm oil from Malaysia in 1992/93 (July/June) under a $100 million credit arrangement.

Turkey Buys Kazakh Wheat To Help Meet Commitments to Central Asia

To fulfill its promises to Central Asia, Turkey recently purchased 100,000 tons of wheat from Kazakhstan for delivery to Azerbaijan, Kyrgyzstan, and the former Soviet republics. The Turkish Grain Board (TMO) will pay $108/ton in cash plus $2/ton for transportation to Kazakhstan's border. Turkey will donate 50,000 tons to Azerbaijan; the other 50,000 tons will be delivered to Kyrgyzstan on 1-year credit terms. Turkey pledged to export more than 500,000 tons of wheat to Central Asia, not only to Azerbaijan and Kyrgyzstan, but also to Georgia and Uzbekistan. Turkey, low on exportable supplies and behind on promised delivery dates to Central Asia, recently tendered for up to 400,000 tons of origin-optional wheat.

U.S. Beef and Cattle Exports to Mexico Fall Sharply

The volume of U.S. beef and cattle exports to Mexico fell 38 percent and 60 percent, respectively, in December 1992, compared to the same period the previous year, in the wake of recently introduced Mexican import duties. On Nov. 11, 1992, Mexico instituted a 20 to 25-percent tariff on beef and a 15-percent levy on imported slaughter cattle. The new tariffs were initiated to protect Mexican cattlemen from a perceived decline in wholesale beef prices. Before the new tariffs, U.S. beef and cattle sales to Mexico were up strongly from year earlier levels; 1992 beef exports grew 8 percent to 70,000 tons while cattle shipments increased 20 percent to 250,000 head. Trade sources report that reduced domestic meat supplies in 1993 may compel Mexican officials to control inflation and liberalize beef and cattle imports, but no such action has yet been taken.

Romania's Lack of Foreign Exchange Limits Cotton Imports

Romanian officials expressed concern over their inability to obtain adequate cotton supplies and reach full spinning production capacity. Romania has a spinning capacity of 90,000 tons, but is currently only operating at 50 percent capacity. Romanian officials believe they could easily sell at least 60,000 tons of cotton-based textiles, with 40 percent for export and the remainder for domestic consumption.

In 1992, Romania imported 50,000 tons of cotton, 16,000 tons of which valued at $20 million came from the U.S. under GSM-102 and PL-480 programs. Other suppliers included Greece, Turkey, Israel, Syria, Egypt, Pakistan, India, and China. In addition, some cotton was imported from the former Soviet Union via Moldova and Austria under various barter arrangements. Romania's lack of hard currency was the limiting factor for FSU cotton purchases. Traditional trading patterns with the former Soviet Union have broken down since the republics now wish to be paid in either U.S. dollars or in meat, both of which are in short supply in Romania. Romania has not yet imported cotton in 1993, however, efforts to obtain cotton from India are currently under way. Prospects for U.S. sales to Romania continue to be tied to export credit assistance.

French Corn Uses $125/ton Subsidy To Displace U.S. Corn In Algeria

Algeria purchased 75,000 tons of French corn on March 8, although U.S. corn export prices are at a 5-year low. The sale was made possible with a $125/ton export subsidy, and was the first significant sale of French corn in world markets this season. The United States has supplied more than 90 percent of Algeria's corn import needs of around 1 million tons per year, during each of the past 6 years. The French sale reportedly undercut U.S. corn by $10/ton. This sale was prompted by the recent rapid build-up in EC intervention stocks of corn, which now stand at a record 2.1 million tons. Heavy EC stocks point to further aggressive sales in the North African market. During previous years when EC corn stocks grew rapidly (1987/88, 1988/89 and 1989/90), total EC corn exports averaged 1.3 million tons annually,of which about one-third went to North Africa.

Poland is Expected to Permit Duty-Free Grain Imports

To stabilize prices, Poland reportedly will permit unlimited duty-free grain imports until June 30, 1993. Prices rose significantly during the past two months. Poland previously had set tariff quotas on wheat and coarse grains to stimulate production, but drought sharply cut output. Lifting the quotas will increase the potential market for U.S. grain. Poland purchased some grain from the United States earlier this year.

CIS/Malaysian Palm Oil Countertrade

Russia might be willing to buy one million tons of Malaysian palm oil, worth $400 million, in a countertrade arrangement for Russian MIG fighter jets and assorted other weapons. The palm oil imports would be for consumption within Russia and the other CIS republics. This speculation follows an announcement last week from the Malaysian Foreign Ministry that Russia offered Malaysia the opportunity to build a palm oil refinery in Russia. Malaysia has a standing offer of credit of up to $100 million to fund Russian imports of palm oil. Poor credit apparently caused a drop in CIS palm oil imports from 84,000 tons last year to 26,000 tons in January-November 1992. Food price and supply reports from CIS republics indicate serious vegetable oil shortages are aggravated by the current stalemate to restructure and reschedule debt.

Philippines To Suspend Import Liberalization Plans

The Philippines government decided to continue a restrictive import licensing policy, which could further disadvantage U.S. corn compared to feed wheat, despite months of negotiations aimed toward liberalizing imports. In recent years, Philippine demand for feed grains has increased in recent years due to growth in the livestock sector. Total corn consumption is currently estimated at nearly 4.8 million tons. The suspension of import liberalization for corn would violate a World Bank requirement for an Economic Integration Loan.

U.S. Cotton Consumption Shows Strength, While Exports Remain Sluggish

A recent surge in U.S. cotton textile mill activity, a result of strong domestic consumer demand for denims, cotton underwear, knits, fleece goods, and improvement in the U.S. economy, boosted the mill use forecast one percent this month to 9.8 million bales. At the same time, however, U.S. exports remain sluggish. Exports for MY 1992/93 are forecast at 6.1 million bales, down two percent from last month's forecast. Accumulated exports for MY 1992/93 through the week ending March 4, 1993 were 2.5 million running bales, 21 percent below the same period last year. New sales are running below last year's level and cancellations are running unusually high, reflecting a slowdown in international demand for U.S. cottons, particularly in Europe and Asia. U.S. prices have become less competitive, running $0.10/lb. higher than Central Asian cotton, and consistently higher than African and Indian cotton.

Appreciation Of Yen Encourages Japan's Retail Sales Of Imported Beef

The recent surge of the Japanese yen against the U.S. dollar has caused major Japanese supermarket chains to feature imported beef as consumers seek affordable prices amid economic recession. Many beef cuts are being discounted 20 to 50 percent. Daiei, Japan's largest retail food chain, conducted a sales campaign that offered "Kansas Beef." Other large supermarkets like Jusco and Seiyu are also undertaking sales drives to promote imported beef. In addition to the yen's rise in value, nearly five percent since December, many supermarkets are reducing beef stocks in anticipation of the import tariff reduction for beef on April 1 from 60 to 50 percent. This reduction was negotiated under the 1988 U.S.-Japanese Beef and Citrus Agreement. According to Japanese Ministry of Finance, Japan imported 255,000 tons (product weight) of beef from the United States, the largest supplier, in 1992. This compares with 1991 imports of 220,000 tons from the United States.

Danes Lobby Hard For Pork Storage Aids

A crisis situation is expected by the end of 1993 for the EC pork industry due to record levels of pork production. Increased stockpiling is anticipated because prices are expected to fall below the break-even point. EC pork prices dropped more than 30 percent in the last six months, after 18 months of above-average prices. The Danes are currently lobbying hard for EC Commission storage aids. While the EC Commission has storage aids in place for beef, pork stocks have not historically been supported.

Turkey Facilitates Canada's Wheat Sale To Central Asia

In a recent tender, the Turkish Grain Board (TMO) bought 450,000 tons of Canadian wheat for delivery to Uzbekistan, Kyrgyzstan, Azerbaijan, and Turkmenistan, after reviewing origin-optional bids from the EC and Canada. Under a novel financing scheme, the Canadian Wheat Board will extend three year credit to TMO. The importing countries may use commodities such as natural gas to repay TMO. Turkey reportedly paid $148/ton, on a cost and freight basis (C&F); Canada will deliver the wheat directly to Central Asia without transshipment through Turkey. This deal benefits both Canada and Turkey by providing Canada a wheat market, and by allowing Turkey to meet sales commitments to Central Asia. Canada has not sold wheat to any former USSR country since September 1992, when missed payments forced it to suspend its credit program to Russia.

Colombia Responds To U.S. Concerns Regarding Poultry Import Ban

During consultations with U.S. officials in Bogota, the Government of Colombia indicated the recent ban on imports of U.S. poultry products will be lifted after Colombian veterinary officials are convinced no threat exists to their domestic flocks. Colombia suspended imports of U.S. poultry products after hearing about reports of isolated cases of non-pathogenic Avian Influenza in a few non-commercial U.S. poultry flocks. Colombian officials want to visit the United States and observe quarantine control measures before lifting the ban. In transit ocean-going containers of frozen poultry will be allowed entry into Colombia, but all air shipments were banned effective March 4, 1993.

...Market Updates

Mexico Initiates Dumping Investigation On U.S. Hogs and Pork

Mexico's Secretary of Commerce and Industrial Development (SECOFI) announced the initiation of a dumping investigation on imports of U.S. slaughter hogs,pork and pork products. The investigation was precipitated by a petition filed by Mexico's pork producers. SECOFI determined there was sufficient evidence of illegal practices and damage to the domestic industry to initiate the formal investigation. The announcement of the investigation was published in Mexico's equivalent of the U.S. Federal Register on March 5, 1993. Five Mexican importers and five U.S. exporters of hogs and pork have been requested to respond to a questionnaire. Parties interested in the investigation have been requested to provide their viewpoints to SECOFI.

Mexico has the right to conduct an investigation and apply antidumping duties if there is evidence that dumping is occurring, and the Mexican pork industry is being injured by such dumping. Mexico is a signatory of the GATT Antidumping Code and is required to follow procedures outlined in the GATT Code. The NAFTA allows parties to apply antidumping and countervailing duties when circumstances warrant.

EC Bans Dutch Exports Of Swine Again Due To Another Outbreak Of Swine Vesicular Disease

Effective through April 1, 1993, the EC Commission has banned the export of live pigs from the Netherlands due to an occurence of the Swine Vesicular Disease (VSD) in Dutch piglets shipped to Italy and Spain. To prevent illegal transshipment of Dutch pigs to other member states through Belgium, Belgian authorities now require all pigs from Belgium to be checked at the border for proper veterinary certificates. Authorities will have the option to refuse or destroy pig shipments if proper documentation is not presented.

U.S. Meat Conforms To New Indonesian Inspection Requirement

USDA was assured by Indonesian authorities that U.S. meat satisfies the new food safety regulations of Indonesia, despite the recent disruption of several U.S. shipments at the port of Jakarta. The temporary clearance delays for U.S. meat were caused by the mistaken implementation of a new government decree that concerned the inspection of imported meats. Indonesian officials confirmed that the USDA certificate of wholesomeness fulfills a new requirement for a "certificate of health." To ensure the smooth resumption of U.S. meat exports to Indonesia, FAS/Jakarta continues to work with local government agencies and traders. In 1992, the United States exported nearly $2.5 million in red meats to Indonesia.

Japan Buys Sorghum From Sudan

Despite famine in its southern region, Sudan sold approximately 40,000 tons of white sorghum to Japan for delivery early in 1993. Normally the United States and Argentina supply Japan nearly all of its sorghum imports. Currently Japan is forecast to import 3.25 million tons of sorghum in the 1992/93 marketing year.

China's Shortage Of Soybeans Promotes U.S. Sales

According to the U.S. Agricultural Attache in Kuala Lumpur, the lack of soybeans available for export from China has prompted Malaysian interest in soybean imports from the United States. Malaysia is expected to import 280,000 tons of soybeans from the U.S. in 1992/93. This would be a record volume of U.S. soybeans exported to Malaysia, and 47 percent above the previous high of 191,000 tons, reached in 1989/90.

U.S. Agricultural Exports by Commodity Type

Fiscal Year 1988–1992 and Year to Date Comparisons
(In thousands of dollars)

Product	Fiscal Years (Oct–Sept) 1988	1989	1990	1991	1992	October–January FY 1992	FY 1993	% Change
BULK COMMODITY TOTAL	19,360,317	22,295,489	21,785,568	17,610,418	19,556,582	7,188,771	7,327,230	1.9
Wheat	4,470,267	6,020,571	4,224,046	2,856,570	4,319,227	1,546,185	1,652,211	6.9
Coarse Grains	5,116,109	7,250,439	7,971,761	5,653,145	5,659,056	1,835,420	1,985,709	8.2
Rice	728,969	955,826	829,505	751,944	757,799	280,183	252,908	−9.7
Soybeans	5,023,842	4,085,412	3,940,192	3,464,170	4,311,430	1,869,587	2,036,072	8.9
Cotton	2,150,111	2,058,885	2,719,485	2,619,294	2,194,588	856,532	540,934	−36.8
Tobacco	1,297,054	1,248,719	1,359,233	1,532,822	1,568,483	500,231	577,625	15.5
Pulses	210,872	269,587	320,000	329,993	218,263	106,906	78,172	−26.9
Peanuts	141,989	195,751	217,504	153,210	244,601	99,359	93,469	−5.9
Other Bulk Commodities	221,103	210,298	203,842	249,270	283,135	94,367	110,129	16.7
INTERMEDIATE TOTAL	8,615,566	8,875,032	8,569,981	8,492,626	9,237,737 *	3,326,867	3,276,419	−1.5
Wheat Flour	170,388	254,756	202,492	200,874	162,804	36,198	58,377	61.3
Soybean Meal	1,469,822	1,356,766	1,020,449	1,009,698	1,333,981	520,096	474,050	−8.9
Soybean Oil	436,813	404,369	339,002	191,823	356,225	100,369	123,893	23.4
Other Vegetable Oils	450,987	415,722	393,571	411,505	490,555	143,295	155,240	8.3
Feeds & Fodders (Excl Pet Foods)	1,552,578	1,631,539	1,571,287	1,584,959	1,699,662 *	575,185	601,416	4.6
Live Animals	535,347	553,744	457,150	654,378	684,741 *	314,334	221,241	−29.6
Hides & Skins	1,834,438	1,697,009	1,772,828	1,438,733	1,316,667	419,787	416,972	−0.7
Animal Fats	527,904	524,329	467,976	404,260	479,527	159,686	185,662	16.3
Planting Seeds	406,732	498,057	578,319	624,909	667,236 *	316,251	312,391	−1.2
Sugars, Sweeteners, & Beverage Bases	286,078	366,951	519,433	621,328	599,375	215,965	196,804	−8.9
Other Intermediate Products	944,480	1,171,791	1,247,475	1,350,159	1,446,965 *	525,701	530,374	0.9
CONSUMER–ORIENTED TOTAL	7,360,473	8,352,422	9,766,813	11,431,178	13,521,311 *	4,455,196	4,870,787	9.3
Snack Foods (Excl. Nuts)	252,350	349,027	477,301	591,653	781,532 *	258,576	322,449	24.7
Breakfast Cereals & Pancake Mix	54,498	82,200	133,068	219,290 *	196,823	65,276	93,489	43.2
Red Meats, Fresh/Chilled/Frozen	1,693,604	2,219,902	2,296,413	2,593,685	3,018,770 *	957,182	1,022,383	6.8
Red Meats, Prepared/Preserved	101,230	112,355	127,761	154,438	176,904 *	60,700	66,012	8.8
Poultry Meat	424,463	508,186	630,704	737,690	914,962 *	323,443	347,527	7.4
Dairy Products	540,922	489,640	352,650	356,591	718,030 *	208,762	318,293	52.5
Eggs & Products	109,903	100,968	96,146	137,157	136,745	50,398	51,212	1.6
Fresh Fruit	1,065,708	1,112,545	1,363,196	1,522,803	1,737,141 *	561,765	484,397	−13.8
Fresh Vegetables	316,602	361,263	607,415	831,268	863,191 *	268,807	310,575	15.5
Processed Fruit & Vegetables	811,975	968,244	1,186,418	1,354,513	1,526,755 *	494,038	537,017	8.7
Fruit & Vegetable Juices	258,274	284,384	351,104	367,723	467,121 *	135,808	126,687	−6.7
Tree Nuts	779,721	693,607	744,938	821,566	944,828 *	419,328	401,167	−4.3
Wine and Beer	145,907	195,839	244,900	307,159	350,521 *	96,877	115,539	19.3
Nursery Products & Cut Flowers	80,005	99,554	173,354	194,507	200,981 *	61,224	61,071	−0.2
Pet Foods	124,241	165,460	218,146	308,871	377,665 *	124,000	150,202	21.1
Other Consumer–Oriented Products	601,068	609,250	763,299	932,263	1,109,342 *	369,012	462,767	25.4
AGRICULTURAL TOTAL	35,336,356	39,522,943	40,122,362	37,534,222	42,315,630	14,970,834	15,474,436	3.4

Note: Fiscal Years (FY) are on an October–September split year basis. FY 1993 is actually October 1992 through September 1993.
Note: * Denotes Highest Export Levels Since at Least FY 1970

U.S. Agricultural Exports by Major Commodity Group

Monthly and Annual Performance Indicators

	January			October–January			Fiscal Year		
	1992	1993		1991/92	1992/93		1992	1993(f)	
	--Bil.$--		Change	--Bil.$--		Change	--Bil.$--		Change
Grains & feeds 1/	1.167	1.246	7%	4.788	5.157	8%	14.095	14.0	–1%
Wheat & Flour	0.438	0.415	–5%	1.582	1.711	8%	4.482	4.8	7%
Rice	0.043	0.048	10%	0.280	0.253	–10%	0.758	0.7	–8%
Feed grains 2/	0.407	0.480	18%	1.835	1.986	8%	5.659	5.3	–6%
Corn	0.284	0.389	37%	1.460	1.674	15%	4.593	4.3	–6%
Feeds & fodders	0.193	0.201	4%	0.699	0.752	7%	2.077	2.1	1%
Oilseeds & products	0.725	0.810	12%	2.972	3.091	4%	7.338	7.4	1%
Soybeans	0.442	0.539	22%	1.870	2.036	9%	4.311	4.3	–0%
Soybean meal	0.137	0.130	–5%	0.520	0.474	–9%	1.334	1.1	–18%
Soybean oil	0.029	0.033	12%	0.100	0.124	23%	0.356	0.4	12%
Other vegetable oils	0.041	0.041	–1%	0.143	0.155	8%	0.491	NA	NA
Livestock products	0.511	0.450	–12%	2.010	2.021	1%	5.973	6.2	4%
Red meats	0.236	0.212	–10%	0.920	1.000	9%	2.935	3.1	6%
Hides & Skins	0.125	0.113	–10%	0.420	0.417	–1%	1.317	1.3	–1%
Poultry products	0.087	0.096	10%	0.421	0.447	6%	1.195	1.3	9%
Poultry meat	0.062	0.072	16%	0.314	0.334	6%	0.887	NA	NA
Dairy products	0.043	0.074	71%	0.215	0.328	53%	0.733	0.6	–18%
Horticultural products	0.491	0.489	0%	2.278	2.335	3%	6.844	7.2	5%
Unmanufactured tobacco	0.125	0.120	–4%	0.500	0.578	15%	1.568	1.6	2%
Cotton & linters	0.291	0.160	–45%	0.857	0.541	–37%	2.195	1.9	–13%
Planting seeds	0.097	0.086	–12%	0.316	0.312	–1%	0.667	0.7	5%
Sugar & tropical products	0.125	0.138	10%	0.615	0.664	8%	1.706	1.7	–0%
Forest Products 4/	0.523	0.561	7%	2.159	2.292	6%	6.761	NA	NA
Total Ag. export value	3.663	3.667	0%	14.970	15.474	3%	42.314	42.5	0%
	--MMT--		Change	--MMT--		Change	--MMT--		Change
Grains & feeds 1/	8.694	9.360	8%	35.895	38.340	7%	NA	NA	NA
Wheat	3.604	3.033	–16%	13.732	12.584	–8%	34.289	35.5	4%
Wheat flour	0.050	0.045	–10%	0.180	0.283	57%	0.808	0.9	11%
Rice	0.114	0.164	44%	0.857	0.809	–6%	2.281	2.3	1%
Feed grains 2/	3.667	4.803	31%	16.481	19.858	20%	50.195	52.5	5%
Corn	2.531	3.890	54%	13.006	16.723	29%	40.597	42.5	5%
Feeds & fodders	1.115	1.145	3%	3.927	3.998	2%	11.711	11.9	2%
Oilseeds & products	2.940	3.360	14%	11.941	12.955	8%	28.881	28.8	–0%
Soybeans	2.007	2.426	21%	8.419	9.386	11%	19.247	19.8	3%
Soybean meal	0.636	0.639	1%	2.369	2.308	–3%	6.301	5.5	–13%
Soybean oil	0.064	0.067	5%	0.216	0.236	9%	0.747	0.8	7%
Other vegetable oils	0.071	0.069	–4%	0.215	0.261	21%	0.782	NA	NA
Livestock products 3/	0.246	0.208	–16%	0.899	0.974	8%	2.770	NA	NA
Red meats	0.072	0.064	–11%	0.287	0.301	5%	0.870	1.0	15%
Poultry products 3/	0.056	0.073	31%	0.285	0.332	17%	0.821	NA	NA
Poultry meat	0.053	0.070	32%	0.272	0.318	17%	0.787	0.9	14%
Dairy products 3/	0.026	0.042	62%	0.121	0.177	47%	0.399	NA	NA
Horticultural products 3/	0.452	0.432	–4%	1.932	1.939	0%	5.951	6.5	9%
Unmanufactured tobacco	0.022	0.022	–2%	0.083	0.097	17%	0.246	0.2	0%
Cotton & linters	0.193	0.121	–37%	0.554	0.403	–27%	1.527	1.4	–8%
Planting seeds	0.084	0.069	–18%	0.233	0.227	–3%	0.705	NA	NA
Sugar & tropical products 3/	0.068	0.064	–5%	0.379	0.317	–16%	1.102	NA	NA
Total Ag. export volume 3/	12.78	13.75	8%	52.32	55.76	7%	143.64	148.0	3%

1/ Includes pulses, corn gluten feed, and meal.
2/ Includes corn, oats, barley, rye, and sorghum.
3/ Includes only those items measured in metric tons.
4/ Wood products are not included in agricultural product value totals.
Note--1993 forecasts are taken from "Outlook for U.S. Agricultural Exports," Feb. 25, 1993.

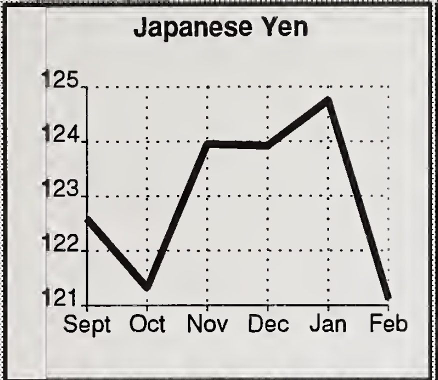
U.S. Agricultural Export Value by Region

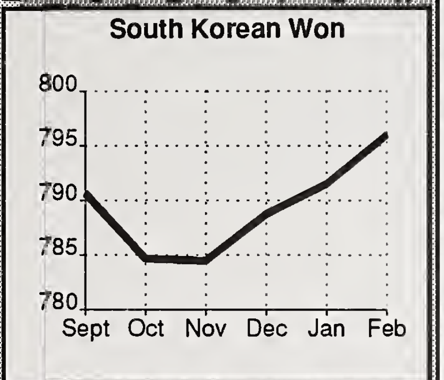
Monthly and Annual Performance Indicators

	January 1992	January 1993		October–January 1991/92	October–January 1992/93		Fiscal Year 1992	Fiscal Year 1993(f)	
	––Bil.$––		Change	––Bil.$––		Change	––Bil.$––		Change
Western Europe	0.826	0.875	6%	3.274	3.342	2%	7.726	8.2	6%
European Community	0.784	0.839	7%	3.069	3.174	3%	7.183	7.7	7%
Other Western Europe	0.042	0.037	−13%	0.205	0.167	−19%	0.543	0.5	−8%
Eastern Europe	0.026	0.040	52%	0.071	0.180	151%	0.221	0.3	36%
Former Soviet Union	0.313	0.067	−78%	1.186	0.542	−54%	2.640	1.9	−28%
Asia	1.378	1.352	−2%	5.484	5.586	2%	15.989	15.6	−2%
Japan	0.702	0.653	−7%	2.755	2.760	0%	8.364	8.1	−3%
China	0.098	0.039	−60%	0.280	0.075	−73%	0.690	0.4	−42%
Other East Asia	0.398	0.421	6%	1.756	1.831	4%	4.929	5.0	1%
Taiwan	0.146	0.155	6%	0.730	0.724	−1%	1.913	1.9	−1%
South Korea	0.184	0.207	13%	0.739	0.786	6%	2.200	2.3	5%
Hong Kong	0.068	0.058	−14%	0.285	0.320	12%	0.816	0.9	10%
Other Asia	0.180	0.239	33%	0.693	0.920	33%	2.005	2.1	5%
Pakistan	0.028	0.057	104%	0.095	0.167	75%	0.226	0.2	−12%
Philippines	0.030	0.037	22%	0.132	0.213	62%	0.442	0.4	−10%
Middle East	0.109	0.149	37%	0.563	0.610	8%	1.717	2.0	16%
Israel	0.026	0.012	−52%	0.115	0.123	7%	0.342	0.3	−12%
Saudi Arabia	0.030	0.040	34%	0.206	0.170	−17%	0.506	0.5	−1%
Africa	0.148	0.237	60%	0.624	0.993	59%	2.201	2.5	14%
North Africa	0.120	0.135	12%	0.454	0.532	17%	1.312	1.5	14%
Egypt	0.073	0.053	−27%	0.248	0.272	10%	0.709	0.6	−15%
Algeria	0.029	0.040	37%	0.139	0.136	−2%	0.382	0.5	31%
Sub Saharan Africa	0.028	0.101	261%	0.170	0.461	171%	0.889	0.9	1%
Latin America	0.475	0.526	11%	1.980	2.252	14%	6.384	6.7	5%
Mexico	0.278	0.294	6%	1.004	1.133	13%	3.653	4.1	12%
Other Latin America	0.197	0.232	18%	0.976	1.119	15%	2.731	2.6	−5%
Brazil	0.006	0.018	183%	0.098	0.114	16%	0.143	0.1	−30%
Venezuela	0.026	0.036	36%	0.113	0.168	49%	0.393	0.3	−24%
Canada	0.365	0.390	7%	1.532	1.645	7%	4.804	4.7	−2%
Oceania	0.022	0.032	41%	0.174	0.153	−12%	0.424	0.4	−6%
World Total	3.663	3.667	0%	14.971	15.474	3%	42.314	42.5	0%

* U.S. G.P.O.:1993-341-330:80039

Exchange Rate Movements Of Major World Currencies Vis-a-Vis U.S. Dollar -- Daily Spot Quotations & Monthly Averages

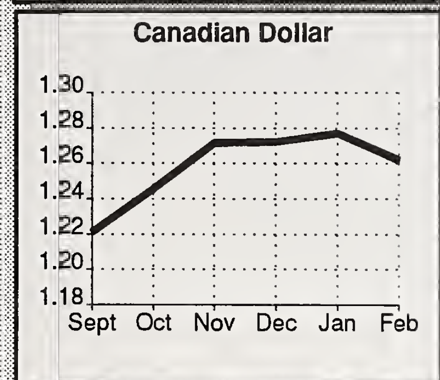


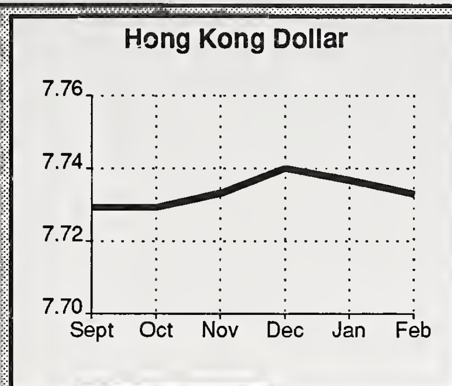


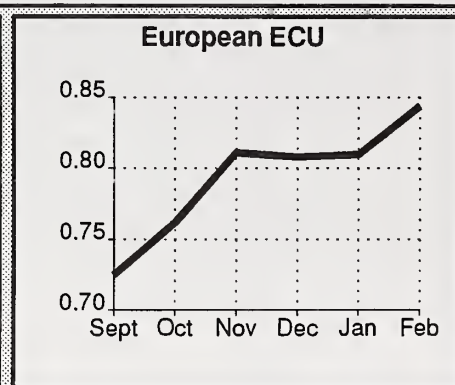
Currencies	Current Rate 2/10/93	Month Ago 1/11/93	Year Ago 2/92	% Change Year Ago 2/92
Argentine Peso	.99	.99	1.00	-1.00
Australian Dollar	1.4865	1.4848	1.3360	11.26
Brazilian Cruzeiro	19110.01	14435.01	1348.30	1317.34
Canadian Dollar	1.2637	1.2775	1.1775	7.32
Hong Kong Dollar	7.7340	7.7406	7.7455	-0.15
Japanese Yen	121.10	125.11	126.70	-4.42
Mexican Peso 1/	3.10	3.11	3.06	1.31
Taiwan Dollar	25.66	25.43	24.76	3.63
South Korean Won	797.70	792.50	765.00	4.27
European ECU	.85150	.82878	.77220	10.27
-British Pound	.7013	.6429	.5501	27.49
-French Franc	5.6100	5.5430	5.3775	4.32
-West German Mark	1.6587	1.6312	1.5775	5.15

1\ *Expressed in New Pesos. The Mexican Peso was converted on January 1, 1993 at a rate of 1,000 to1.*

NOTE: Exchange rates are daily spot quotes as of 3:00 PM Eastern Time, February 10, 1993.
Source: TEID/ITP/FAS Exchange Rate Database and *Wall Street Journal.*







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